gottingen mainstreet program

CBCL

CBCL Limited
80636
February 1981

GOTTINGEN MAINSTREET PROGRAM

TABLE OF CONTENTS

		Page
1.0	THE STUDY	1
	(1) The State of Commerce on Gottingen Street	1
	(2) Social Character of Gottingen Street	2
	(3) Existing Parking and Traffic Conditions	3
	(4) The Visual Character of Gottingen Street	4
2.0	TERMS OF REFERENCE	5
3.0	THE AREA BOUNDARY	6
4.0	PLANNING AND HISTORICAL CONTEXT	7
5.0	FUTURE PLANNING CONTEXT	9
6.0	THE PLAN	10
7.0	THE PROJECTS	12
8.0	THE BUDGET	32
9.0	CONCLUSION	33

GOTTINGEN MAINSTREET PROGRAM

1.0 THE STUDY

The primary purpose of this study is to deliniate projects for consideration under the Mainstreet Program, for the spring of 1981.

A report prepared for the Gottingen Street Area Merchants' Association by Rory Magill and Brian Lyons, dated October 1980, established a preliminary boundary for the Gottingen Mainstreet Program solicited opinions and ideas from Gottingen Street merchants and provided the basis of the Terms of Reference for this study. The report also collected background information on commerce, parking, the planning context and the neighbouring residential community.

In summary, that background report organized resident and merchant opinions into four categories:

(1) The State of Commerce on Gottingen Street - It is generally believed by merchants of the street that improvements in commerce on Gottingen Street will result in improvements in its physical and social condition. Because Gottingen Street operates as a convenient location for isolated specialty businesses, it is anticipated that the best avenue for successful improvement of commerce on the street will be in the attraction of additional small new specialty shops to the area. Of central importance under the commercial recommendations for the street, is the proposal to develop a City Market in the area.

It is anticipated that a Gottingen Street location for a City Market would attract customers related to existing successful businesses on the street and to the proposed specialty shops previously mentioned. Many businessmen feel the area should develop as an entertainment centre for the metropolitan area. Area residents are concerned with "noise and rowdy behaviour" but recognize that such problems are not as evident as in the past. It is felt unanimously that a major office facility on the street would improve conditions.

(2) Social Character of Gottingen Street - It is suggested that those who enjoy Gottingen Street feel that some of this enjoyment derives from the character and local colour of the street. Individuality, ethnic diversity, and close physical and social connections with adjacent residential communities have been cited as positive aspects. The principal objection appears to be the effect that panhandling, sometimes obnoxious, has on regional customers for area specialty shops. There is a general feeling among merchants and area residents that the purported bad reputation of Gottingen Street is exaggerated and wholly undeserved. There is also an opinion that this perceived reputation must be altered before commerce will flourish on the street. Not reported in the Magill report, but discovered through interview, is the feeling of many merchants that certain other individuals use the social condition of the street as an excuse for depressed business activity. They point with pride to extremely successful merchants on the street upon whom

perceived area social influences have had no adverse effect. It is generally felt that the presence of the Salvation Army Hostel and the new liquor store on Gottingen Street are prime contributors to the negative aspects of the area's social condition. Improved lighting is felt to be an essential improvement. Visibility of off-street parking is considered the most important aspect of improving security and the image of the street. It is generally accepted that improvements under the Mainstreet Program may solve social conditions in the area but, is so doing, may only move existing social problems to other neighbourhoods. Merchants are concerned that municipal agencies realize a solution is required rather than a traditional lateral shift. Everyone interviewed understands that solutions to these problems will not be simple and are, in general, beyond the scope of the Mainstreet Program.

(3) Existing Parking and Traffic Conditions - These are of great concern to area merchants. Two aspects are of prime importance:

(a) Merchants feel that on-street parking along Gottingen Street is essential. Although this is considered to be a universal attitude, detailed interviews of area merchants suggest that opinion is about two-thirds in favour of on-street parking and one-third against. Previous surveys may have not provided the information required to adequately evaluate the effect of on-street parking on the total volume of traffic on the street.

(b) The improvement to, and increase in, the visibility of off-street parking from the street forms the second area of parking concern. Through interview, it was established that this is the primary concern of merchants which can be solved under the provisions of the Mainstreet Program.

(4) The Visual Character of Gottingen Street - The Magill/Lyons report suggested that visual improvement to the shopping area is of secondary importance to many merchants. It is anticipated that visual improvements carried out concurrently with improvements to area parking will "help inspire greater pride in the street and will also upgrade the street's public image". That report recognizes the unique character and local colour of Gottingen Street and suggests that major renovation is not required and may in fact detract from its unique character. That report also suggests that minor improvements will encourage greater involvement by members of the business community and achieve a positive effect on the street. The authors of the report suggest that recovering or redecorating store fronts may not be appropriate. We agree with this opinion.

2.0 TERMS OF REFERENCE

The Terms of Reference for this Mainstreet study, provided in brief in the Magill/Lyons report, suggest that the principal purposes are to identify reasonable short and long term goals for strengthening the commercial base of the Gottingen area and, as a first priority, to identify improvements implementable in the area to provide satisfactory customer parking. Furthermore, the consultants for this report have been directed to ".... explore all possible means of on-street parking, for Gottingen Street, which does not greatly interfere with the flow of traffic". It is suggested that, in general, ideas for store front improvements, for improvement of the physical comfort of shoppers and for promotion of the Gottingen Street shopping area should form part of this report.

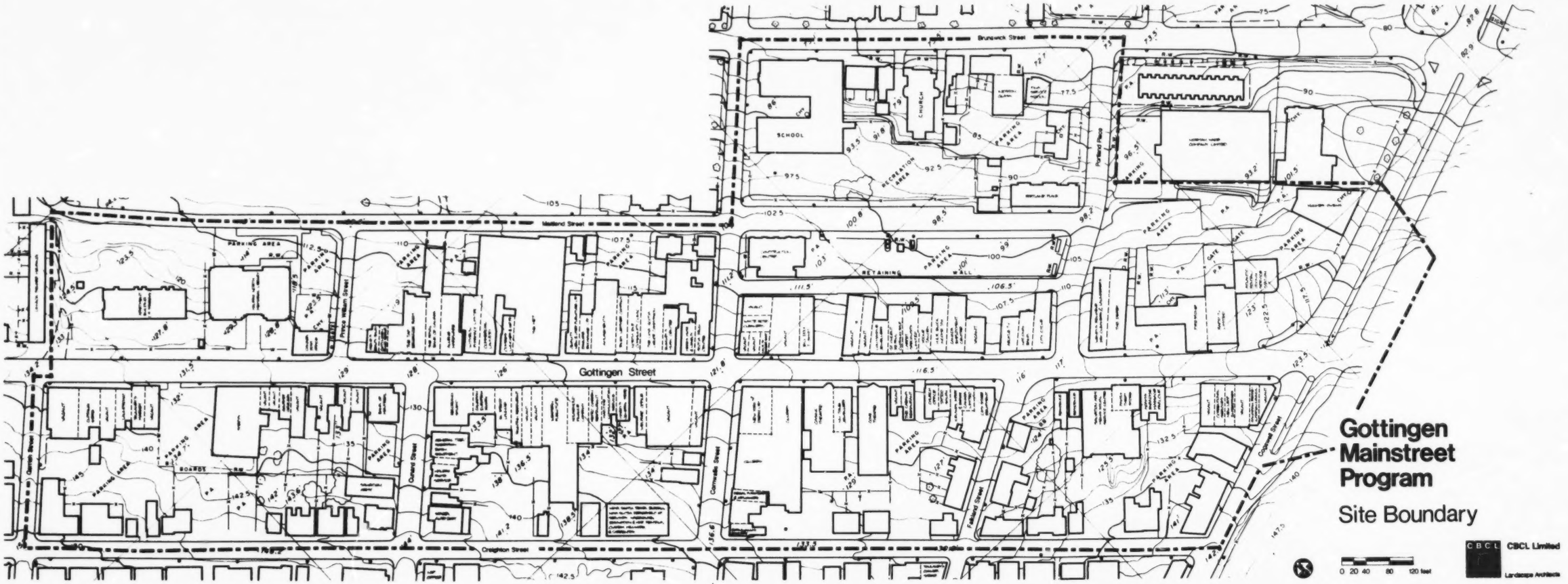
Within the budgetary limits and the extremely short time frame of this planning study, we have used these Terms of Reference as a guideline for the preparation of this report.

3.0 THE AREA BOUNDARY

The study area has been altered from that proposed by the McGill/Lyons report to define an area as follows: from the intersection of Cogswell Street and Creighton Street north to Gerrish Street, thence east along Gerrish to Maitland Street, thence along Maitland Street to Cornwallis Street, thence easterly to intersect Brunswick Street, thence along Brunswick Street to the southern street line of Portland Place, thence westerly along the southern street line of Portland Place to an extension of the rear lot line of the Portland Place building on the corner of Portland Place and Maitland Street, thence following an extension of this line to the southern Cogswell Street street line and proceeding westerly to the point of origin, with the exception of a bulge at the intersection of Gottingen and Cogswell Streets, to accommodate proposed planting work on the southeast and southwest corners of the Cogswell Street/ Gottingen Street intersection.

Figure 1 indicates the proposed area boundary.

Fig. 1


Brunswick Street
Maitland Street
Gottingen Street
Creighton Street
Queen Street
Oxford Street
Cornwallis Street
Falkland Street
Portland Place
Gottingen
Mainstreet
Program
Site Boundary
CBCL Limited
Landscape Architects
0 20 40 80 120 feet

4.0 PLANNING AND HISTORICAL CONTEXT

In 1764 the Northern Suburbs were officially recognized by the name of Gottingen. Popular usage of the term did not last long and soon only the main street bore the name in rememberance of the German heritage of some local residents. Freed slaves from New England and German settlers, encouraged by the British Government, were the initial settlers of the area thus setting a precedent for diversity. By the 1870's Gottingen Street was well known for its variety of excellent specialty shops such as bakeries, candy shops and sewing shops. In the mid 1940's Gottingen Street was extended to meet with Duke Street to the south, making vehicular circulation easier. The Street became a primary Halifax retail centre.

The 1957 Stephenson Report suggested extensive redevelopment of a large portion of the area leading to "urban renewal" demolition and eventual construction of large housing projects. The late 1960's - early 1970's development of the area between The Citadel and Cogswell Street served to further isolate the Gottingen Street area from the perceived Halifax downtown. Gottingen Street remained to serve local residents and to cater to the specialty needs of a larger market.

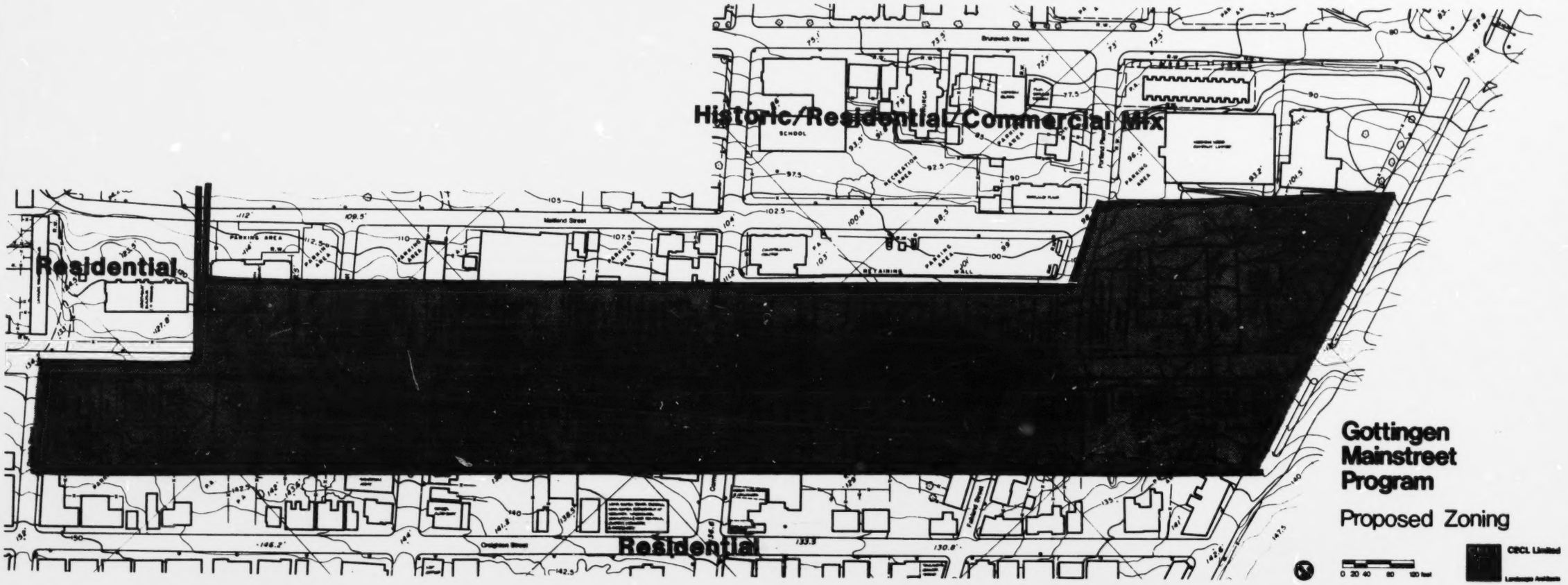
The planning context has been recorded in the Magill/Lyons report. In general, the area is considered to be "urban mix commercial". A Detailed Area Plan will be prepared by the City of Halifax in the near future for this area. It is anticipated that the recommendations of this document and the existing Neighbourhood Improvement

Program Plan for the area will be considered in the development of the Detailed Area Plan.

Figure 2, following this section, indicates broad zoning proposals recommended as an outgrowth of this planning process. In general, it is felt that the area surrounding Gottingen Street, with special emphasis on the area within the Neighbourhood Improvement Program boundary, be encouraged to retain its existing density and residential character. It is anticipated that vacant residential property in this area will be infilled with higher density housing. Plans suggest that residential developments will be undertaken in the near future. A preliminary report from NIP staff suggests that the area is "improving" and that the stability of the area's residential stock is reasonably assured.

Many reports suggest that one unique feature of this area is its proximity to the Central Business District. Other reports suggest that this area may soon become the new commercial centre for the downtown. In either event, it is anticipated that the socio-economic status of the area will slowly alter. Preliminary trends in this regard have been noted by City Planning and NIP staff. In general, the existing Gottingen Street area zoning should be retained or expanded to include a mixed zone encouraging joint residential and commercial development.

Fig 2


Historic/Residential/Commercial Mix
Residential
Residential
Brunswick Street
Maitland Street
Oxigen Street
SCHOOL
RECREATION AREA
PARKING AREA
RETAINING WALL
Gottingen
Mainstreet
Program
Proposed Zoning
0 20 40 80 100 feet
CECL Limited
Landscape Architects

5.0 FUTURE PLANNING CONTEXT

It is anticipated that the BID Committee of the Merchants' Association, representatives from the NIP Association and area residents will be closely involved with the Detailed Area Plan. This Mainstreet Plan proposes a three year implementation schedule which will overlay the Detailed Area Plan process. It is anticipated that sufficient time will be available for input by all interested parties into detailed implementation planning for the projects outlined in this report. This plan should in no way be considered a substitute for on-going merchant and resident involvement in the implementation of proposed projects and in the Detailed Area Planning process.

It is anticipated that a new committee structure will be required in the near future to oversee the implementation of Mainstreet projects. It is suggested that a new committee structure be established by area residents and by the Merchants' Association to facilitate this future required input.

Of note in the broad planning context, is the prior designation of Brunswick Street as a Heritage Conservation Area. This program is designed to re-habilitate the existing housing stock and retain the heritage character of the area. Upon conclusion, this redevelopment should markedly improve the environment within which the Gottingen commercial district exists. Proposals made by this report are designed to assist in that effort.

6.0 THE PLAN

Based on background documentation and merchant opinion, this plan considers the surrounding environment as well as Gottingen Street itself. The broad view is that if the structure and environment within which the street exists is sound, the street will "take care of itself". The plan can best be seen as a series of inter-related projects all adding to the improvement of the general environment and to the creation of a theme or strong image for the street. The effort is to create an environment for commerce and for marketing schemes which may be designed and implemented either by the Gottingen Area Merchants' Association or by individual merchants.

The intent of this plan is not to restructure the Street through cosmetic surgery but rather to remove "environmental hazards" and so encourage the street to succeed through its own merits. The goal is to create a climate within which commerical activity can flourish, not to superimpose a superficial marketing scheme or to radically alter the street in a way which could be inconsistent with individual merchant goals, objectives and available capital.

The programs outlined are designed to encourage merchant and owner participation as opposed to <u>requiring</u> merchant participation for the success of the program.

In general, schemes are defined under three broad headings:

I. Those activities which must be implemented jointly by participating owners, the

Muncipality and the Provincial Mainstreet Program,

II. Those activities requiring specific action on the part of the City of Halifax, and

III. Those activites which must be pursued and implemented by individual merchants acting independently and by the Merchants' Association acting in community effort.

7.0 THE PROJECTS

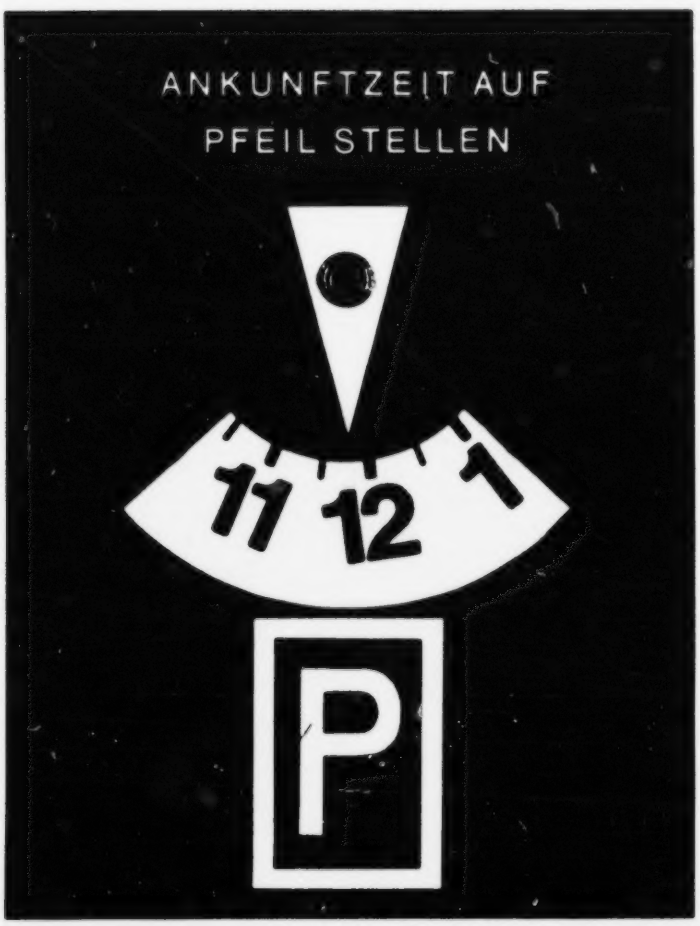
The broad headings referred to in Section 6 and projects indentified under each category, are discussed as follows in this Section. Specific physical projects are keyed into the PROJECT KEY PLAN following this Section.

I. Those policies and projects which must be implemented jointly by participating owners, the Muncipality and the Provincial Mainstreet Program.

A1. A New Parking Control System for the Gottingen Mainstreet Area

The location of many diverse public parking areas within the Mainstreet boundaries suggests the institution of a new form of parking control which would make public parking more obvious and would allow existing parking control staff to perform additional services. It is proposed that a free parking program be instituted as a first alternative. Free parking would be policed through the use of Gottingen Area parking tags. These tags would be made available through area merchants or through coin operated vending machines in each parking lot. The nominal cost of the tag or indicator would provide persons displaying these cards on their dashboard with one (or two) hour free parking in any designated lot. This proposal is patterned after systems in common usage throughout Britain, Switzerland and Germany. The advantages for merchants are: the ability to advertise on parking

cards, and the ability to subsidize area parking without resorting to a straight cash rebate. The advantage for the customer is readily identifiable parking lots. The only required task for the patrol is to prevent long term parking by area employees in designated public parking lots. Control would be required from ten a.m. until three p.m. An additional advantage would be the spin-off benefit of parking control staff circulating throughout the area



SAMPLE TAG FROM GERMAN PARKING SYSTEM

identifying other problems which may exist and providing services of a supervisory nature to the Merchants' Association.

Should the collection of parking revenues be required, an alternative system could be instituted within the proposed area. Two variations for this alternative exist:

(1) "Tear-off" parking stickers could be provided through coin operated dispensers in the parking lots or through area merchants on a subsidized basis similar to existing parking stamp programs. These parking stickers could provide advertising for area merchants on a paid basis and could be retained by shoppers for use in area lots. Patrol would be identical to that required under the free system. The advantages of both systems are; the ability to use any small area for parking without the installation of parking meters, a reduction in parking administrative costs on behalf of the City, the ability of the merchants to use discretion in ticketing overtime parkers, the ability of the Merchants' Association to more effectively control long term parking in spots designed for short term use, and the ability to advertise the Gottingen area through the parking program. Both programs would encourage repetative shopping in the Gottingen area because of the available free or subsidized parking.

(2) The least effective system would be the installation of parking meters throughout all public lots in the area. This is not recommended because of the inability to use discretionary ticketing practices and because of the demonstrated inability to police long term parking at parking meters. In addition, parking meters do not allow subsidy by merchants without cash rebate. This direct subsidy carries no advertising value.

A key aspect of all area parking proposals is the institution of one of these alternative parking systems. In effect both alternatives merely extend the limits of the existing merchants' lot to include a much broader area and utilize existing administrative staff to police that entire area. It is not related in any way to the production of revenues, but rather to the control and perception of parking within the Gottingen Street area. Parking is the key issue, as identified in the background document.

Legend

A8 Fig.6 — PROJECT NUMBER AND FIGURE REFERENCE

* — PROPOSED BUS SHELTER

PROPOSED SIDEWALK IMPROVEMENTS

PROPOSED THEMATIC PIPE

PROPOSED MURAL LOCATION

MERCHANTS OR COMMERCIAL BUILDING OWNERS WHO HAVE EXPRESSED INTEREST IN PROGRAM PARTICIPATION

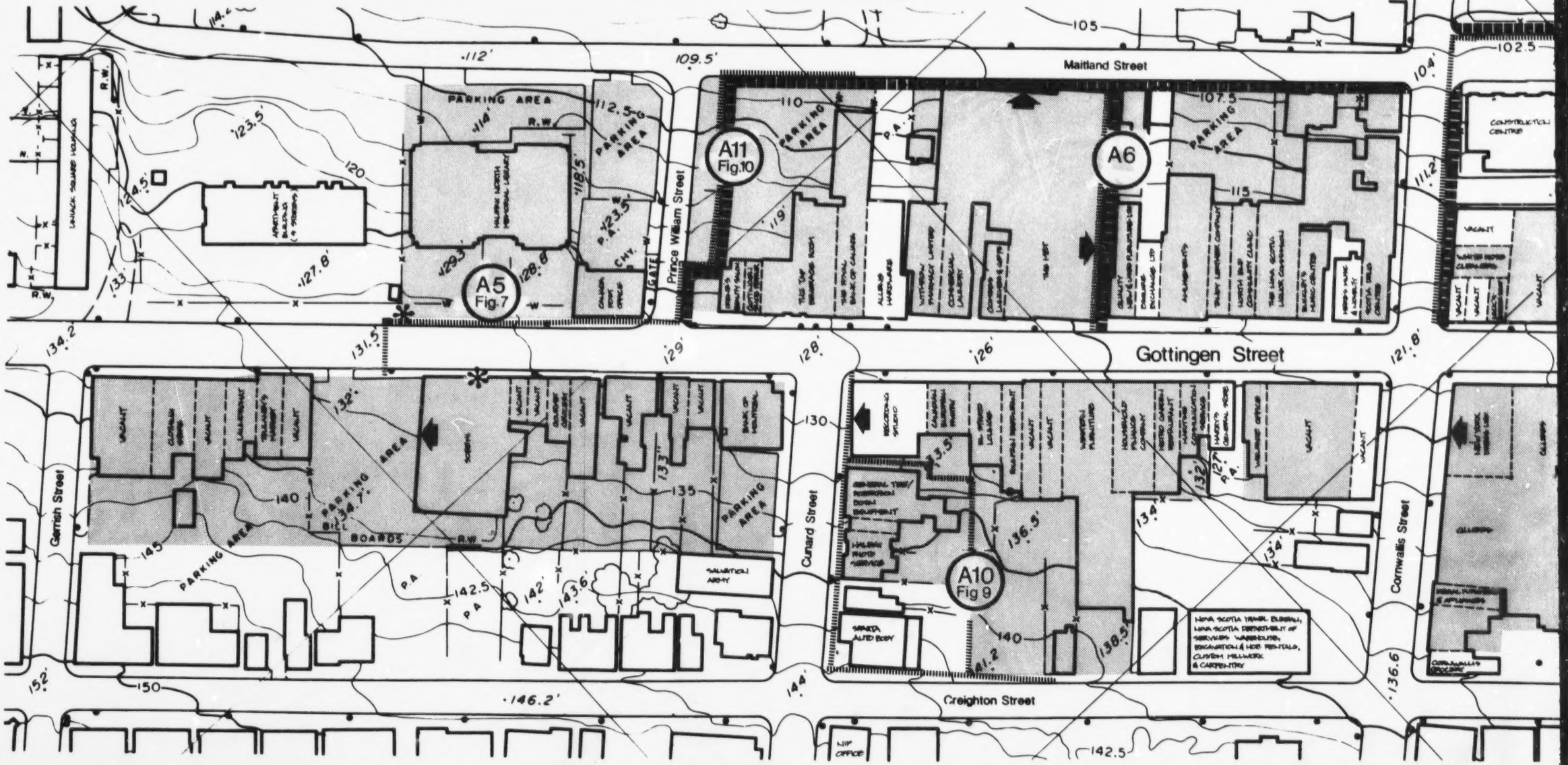
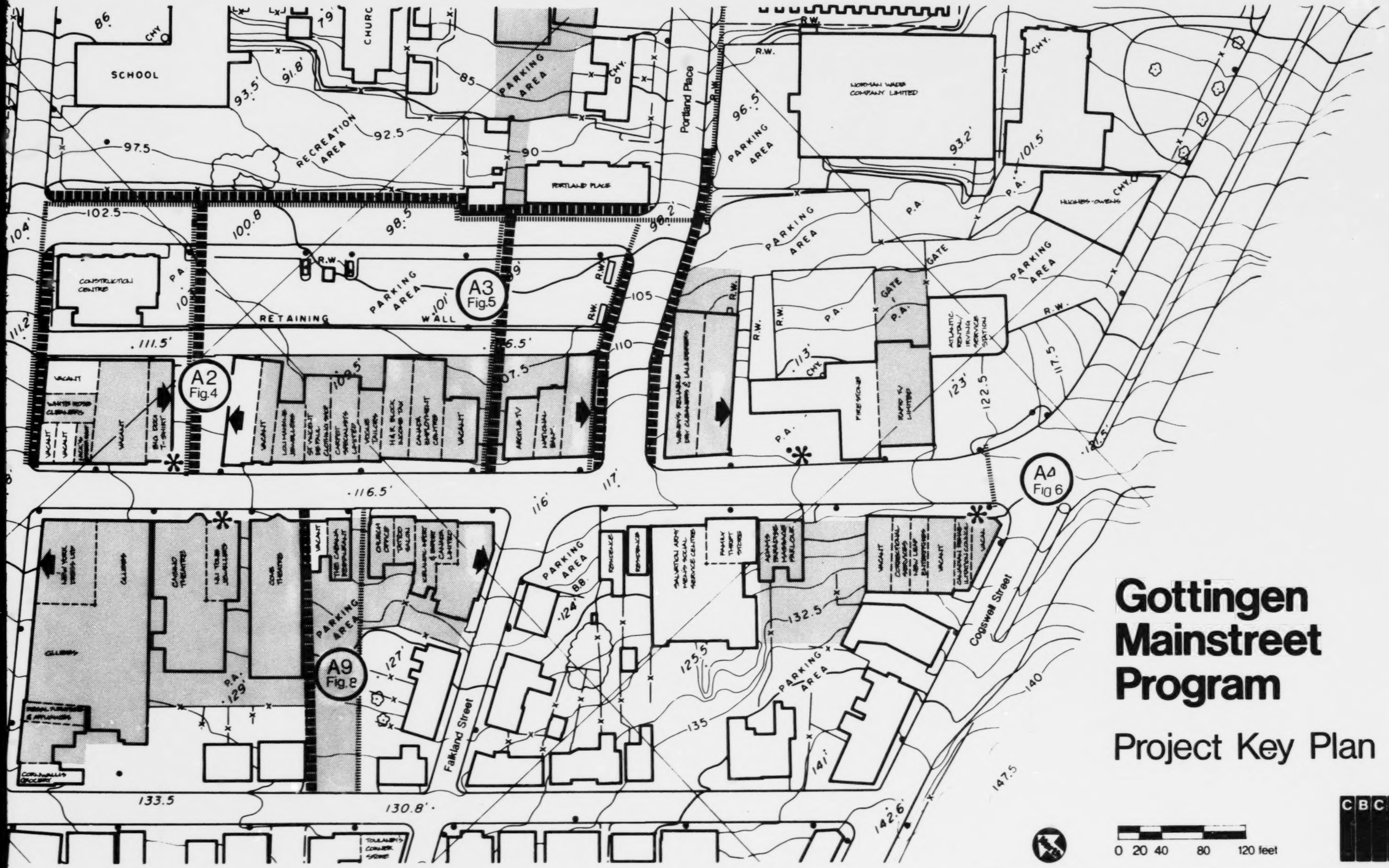


Fig. 3



Gottingen Mainstreet Program

Project Key Plan

0 20 40 80 120 feet

CBCL Limited
Landscape Architects

A2. The Halifax City Market

Halifax has been looking for an appropriate site for a Farmer's Market for years. The market has flipped and flopped but has not yet settled. One organization, the existing Farmer's Market Group, has indicated a preference for the Halifax Forum site. This indication notwithstanding, the creation of a City Market on Gottingen Street is proposed. Seven distinct advantages for a Gottingen Street location have been identified:

(1) The location on Gottingen Street will have spin-off benefits to many

merchants and market participants. A location at the Forum or any non-commerical site will have no spin-off benefit for either party.

(2) The location on Gottingen Street is directly adjacent to 200 short term parking spaces providing ready access for market parking.

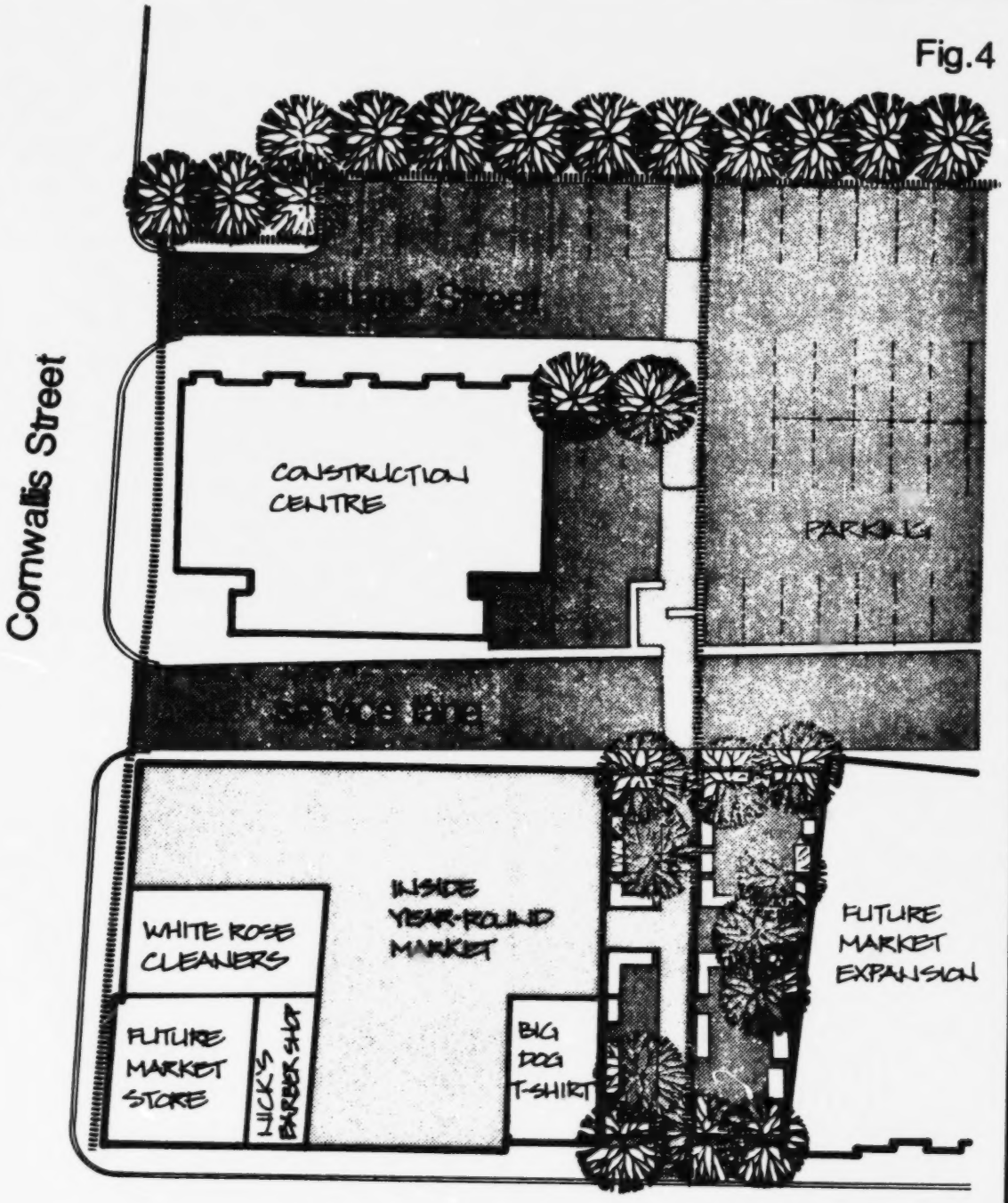
(3) Interior space can be provided now for the creation of a year-round extended hours city market. Land is available for "unlimited" expansion as the market grows.

(4) Gottingen Street is within walking distance of many senior citizens housing projects. This important segment of the market has been forgotten in all other proposed locations.

(5) A location on Gottingen Street is appropriate and consistent with the specialty shop focus seen as the immediate commercial future for the area. Food shops, it is hoped, will form the core of this specialty district.

(6) Commercial space on Gottingen Street is relatively underpriced at present. Creation of the market now provides a unique opportunity to acquire space within a reasonable budget for a project of this type.

Fig.4



Gottingen Mainstreet Program

Farmers Market

North

0 10 20 40 feet

CBCL Limited

(7) The merchants on Gottingen Street are unanimous in their support of the creation of a city market in this area.

This project proposes the creation of outdoor covered stall spaces with a repaved surface forming the principal pedestrian connection between the restructured Maitland Street parking lot and Gottingen Street. The Hinish Building is currently for sale and could form the core for the market. Alternative space is, however, available on the street. Figure 4 indicates the proposed project plan.

A3. Portland Street / Maitland Street Parking

It is proposed that Maitland Street be restructured to serve as a parking area in its primary function and as a street in its secondary function. By restructuring existing curb lines, it is possible to provide an improved setting for Portland Place as well as increasing the capacity of the Merchants' lot by approximately 40%. In addition, the retaining wall would be lowered and the laneway to the west of the retaining wall would be regraded and surfaced. This restructuring of the entire lot would provide a large, readily accessible, visible parking lot to serve as a core for Gottingen area parking. In addition, it would improve the setting for Portland

Fig. 5

PORTLAND PLACE

Maitland Street

CONSTRUCTION CENTRE

service lane

WHITE ROSE CLEANERS

PROPOSED MARKET

PROPOSED MARKET EXPANSION

LOU MAISINE

ST. VINCENT DE PAUL CLOTHING SHOP

CARPET SPECIALISTS LIMITED

VOGUE TAILORS

H & R BLOCK INCOME TAX

CANADA EMPLOYMENT CENTRE

VACANT

ARGYLE TV

NATIONAL BANK

CITY CYCLE

Portland Place

Gottingen Mainstreet Program

Portland Place/Maitland Street
Parking Area

North

0 20 40 feet

CBCL

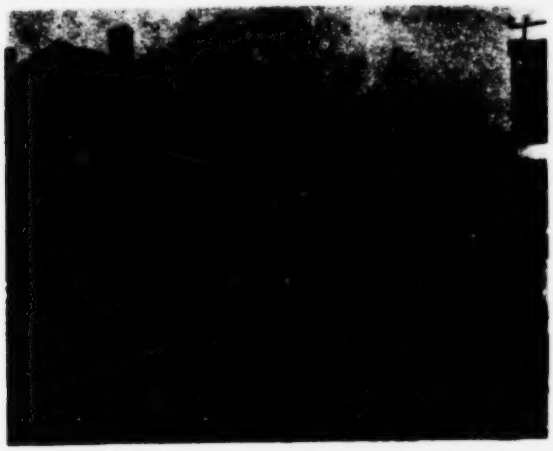
CBCL Limited

Place and other historic structures in the area.

Strong connections would be created through three existing open space links to Gottingen Street. One of these links would form the outdoor farmers market stall area. A portion of this project includes the overhead installation of a brightly coloured pipe illustrated above which would "identify and locate" the public parking zones. In addition to identifying the area as public parking, the pipe would support signage and provide a framework for glass or other canopies over stairs and the farmers' market stalls. Upon reaching Gottingen Street, it would form a framework for the enclosure of weather protected bus stop

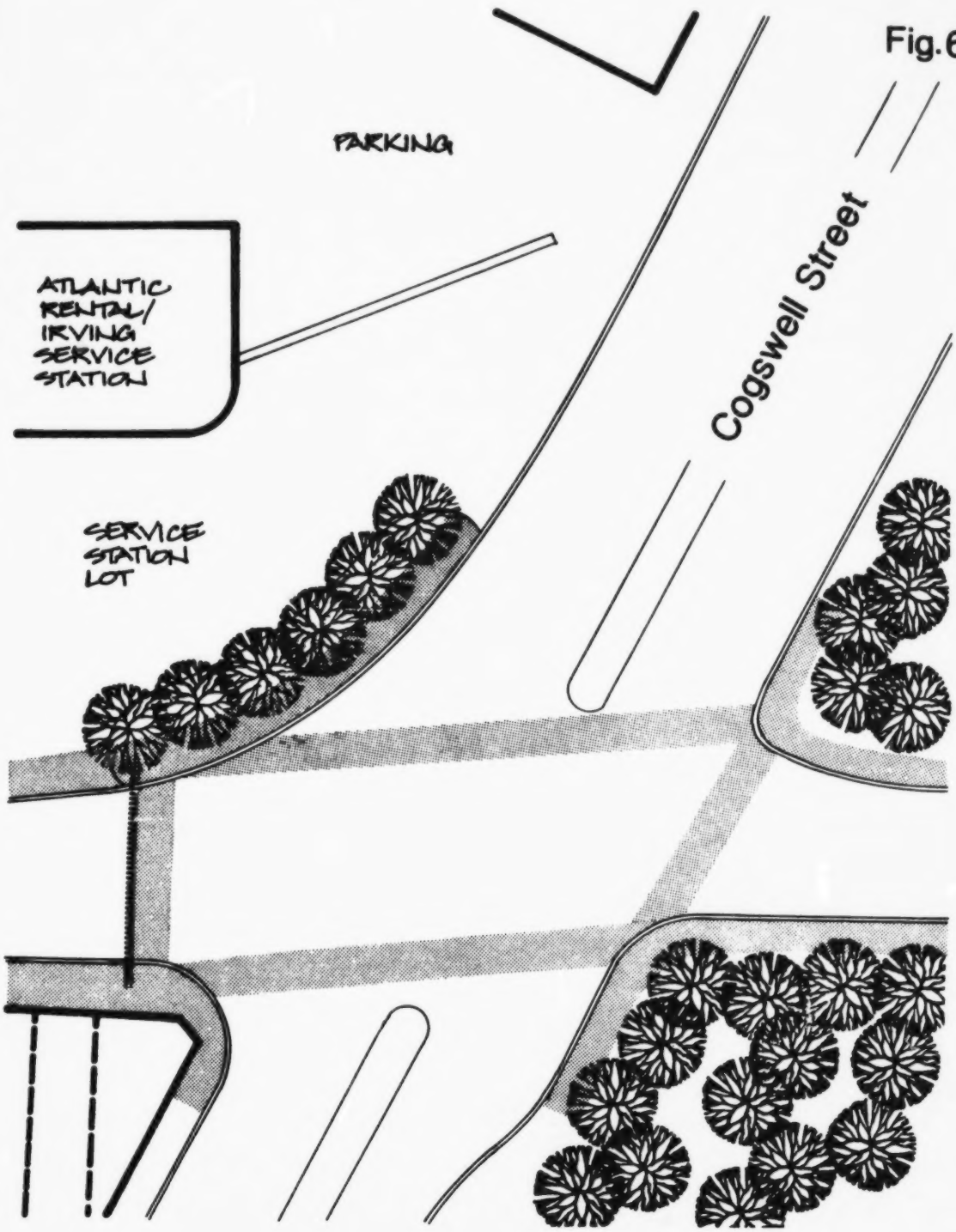
shelters and for signage directing shoppers to the public parking areas. This pipe is perceived as one half of a day/night thematic development; the other half, discussed later, being neon signage in each shop window. The pipe would provide other functions such as a guardrail along the restructured retaining wall and could be encorporated in improved street lighting along Gottingen Street. Figure 5 illustrates this project further.

A4. Entry Arches to Gottingen Street at Cogswell



This is a proposal to restructure the Cogswell/Gottingen intersection to provide a human scale to the entry to the commercial section of the street. The project includes the creation of a large archway proclaiming "Gottingen Street" which could be constructed in the same manner as the pipe used in parking project A3. This pipe archway over the street would also provide a framework for banners outlining special merchandising events or advertising area merchants. Extensive planting to the south of the Cogswell/Gottingen intersection would reduce the vast open feeling of the corner and produce a more human character. Crosswalks would also be improved. Figure 6 indicates proposed developments.

Fig.6



Gottingen Mainstreet Program

Cogswell Street/Gottingen Street Intersection

North

0 10 20 40 feet

CBCL

CBCL Limited

A5. The Halifax North Memorial Library Plaza Improvements

Improvements in this area would be similar to those proposed at the Cogswell/Gottingen intersection. The Plaza would be slightly restructured to provide a more useable urban area. In addition, an arch would be created between the area in front of Sobey's and the Halifax North Memorial Library Plaza proclaiming an entry from the north end of the commercial sector of the street. The archway would be similar in design and intent to the archway created at the Cogswell/Gottingen intersection. Figure 7 indicates this conceptual plan.

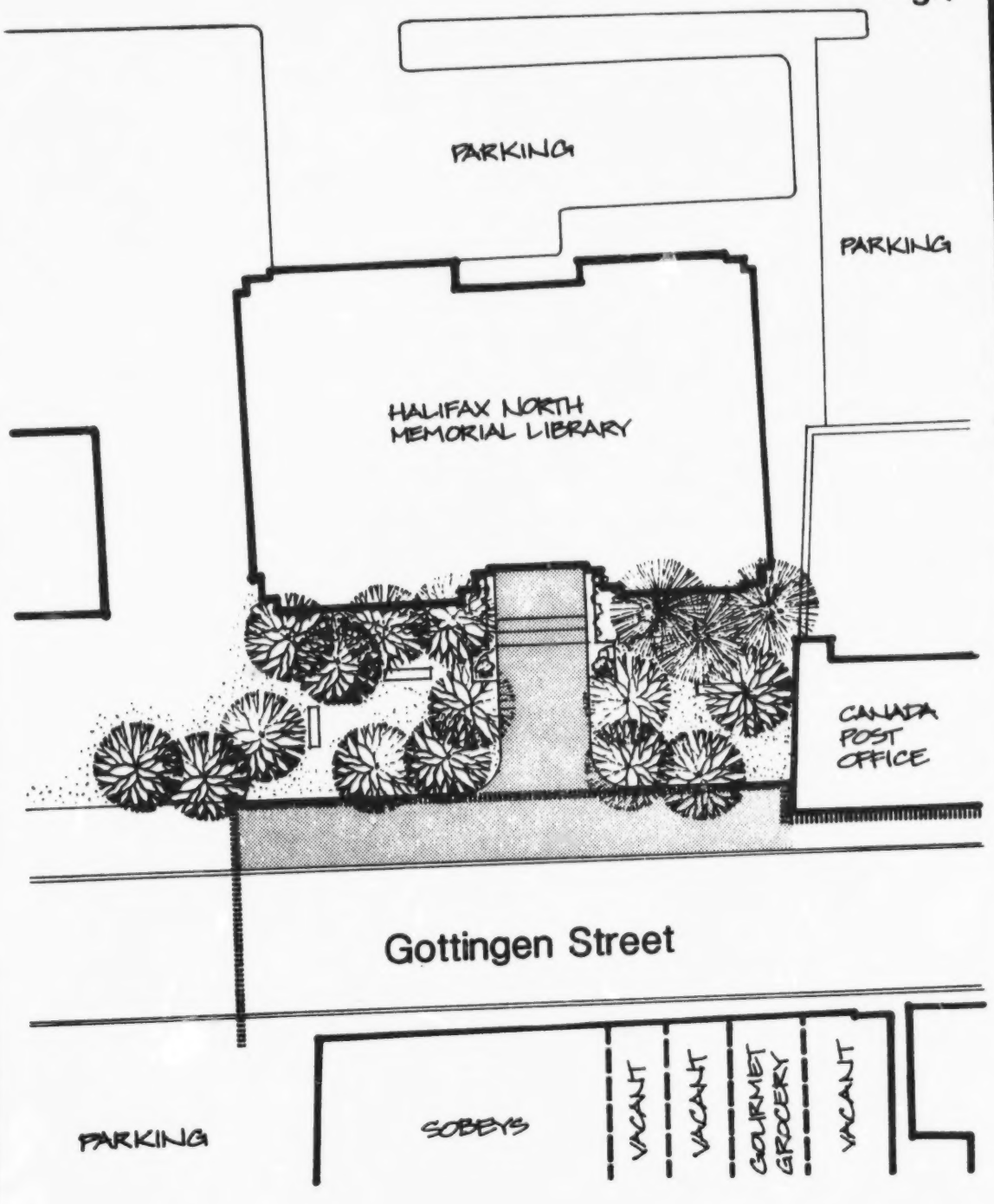
A6. Gottingen/Maitland Mid-Block Walkway

A mid-block connection exists between Maitland Street and Gottingen Street. This heavily used walkway would be resurfaced and signed to identify public accessibility. The overhead, or raised pipe could be extended along this walkway. In addition, it is suggested that the south wall of the Metropolitan Store be an urban mural.

A7. Sidewalk Improvements

Several areas have been repaved recently under the NIP program and under standard City Public Works Programs. It is proposed that sidewalk work be completed under the Mainstreet Program in areas around Gottingen Street. Unistone could

Fig. 7



Gottingen Mainstreet Program

Halifax North Memorial Library Park

North

0 10 20 40 feet

CBCL CBCL Limited

be used for this repaving to establish a pedestrian character more consistent with the historic nature of many structures within the area. Brick edging or brick separator strips might be used to associate Gottingen with the waterfront commerical area while maintaining its own identity.

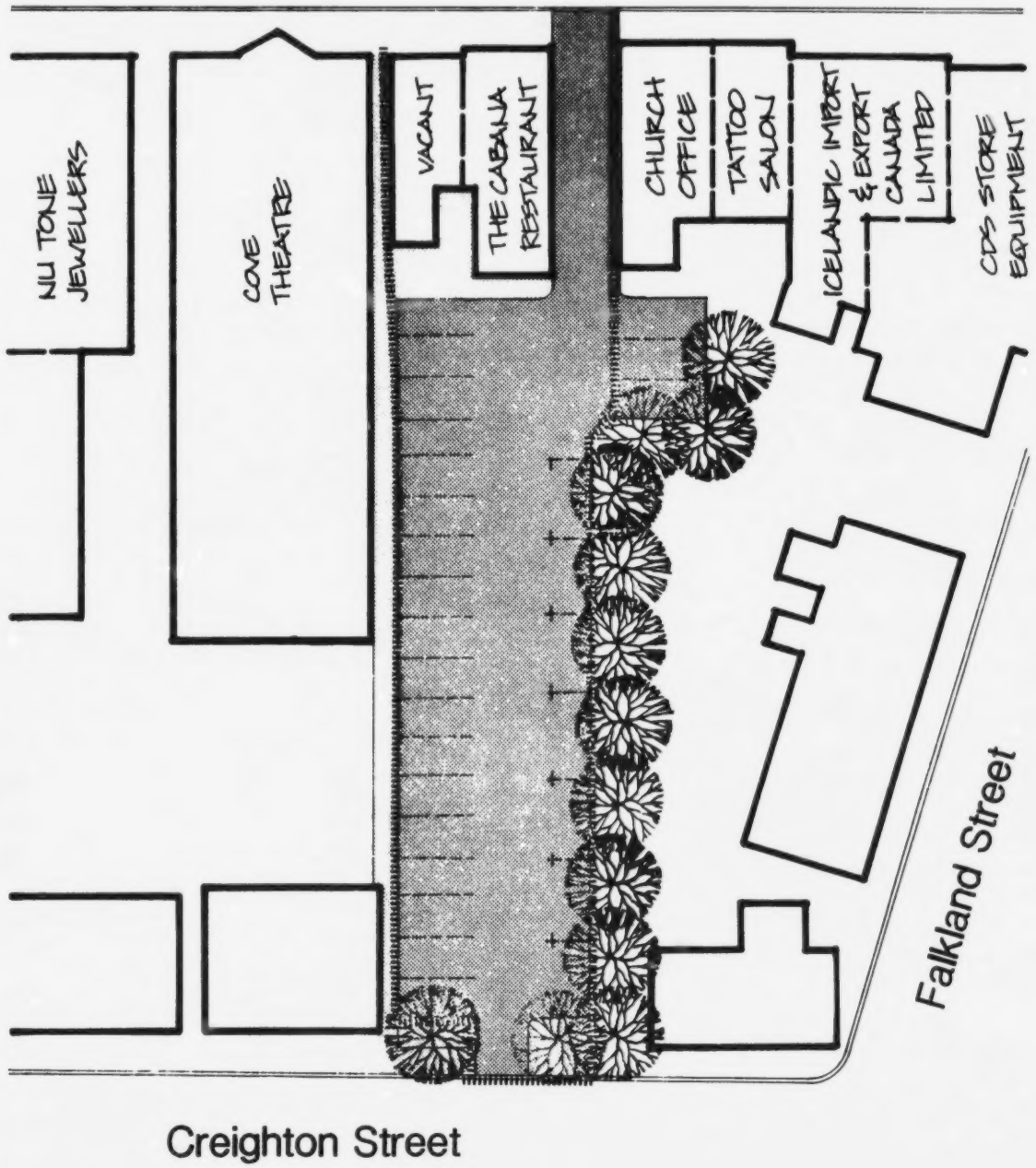
A8. Bus Shelters

It is proposed that bus shelters along Gottingen Street be created using the pipe framework. Design would be coordinated with the Metropolitan Transit Authority to ensure ease of maintenance and usability. It is suggested that the view of these shelters from either end of the commerical sector of the Street would provide sufficient introduction to the pipe theme to establish a definite "link" with the public parking areas.

A9. Icelandic Imports/Cabana Restaurant/Cove Theatre Parking Area

This is the first of several public parking projects proposed for private lands. Under the Mainstreet Program it is possible for land dedicated by merchants for use as public parking areas, to be improved. This area is indicated on the attached Figure 8. The pipe would create signage and a linkage to Gottingen and Creighton Streets for this project. Repaving of the path between the vacant structure on Gottingen Street and the Cove Theatre is also

Fig. 8



Gottingen Mainstreet Program

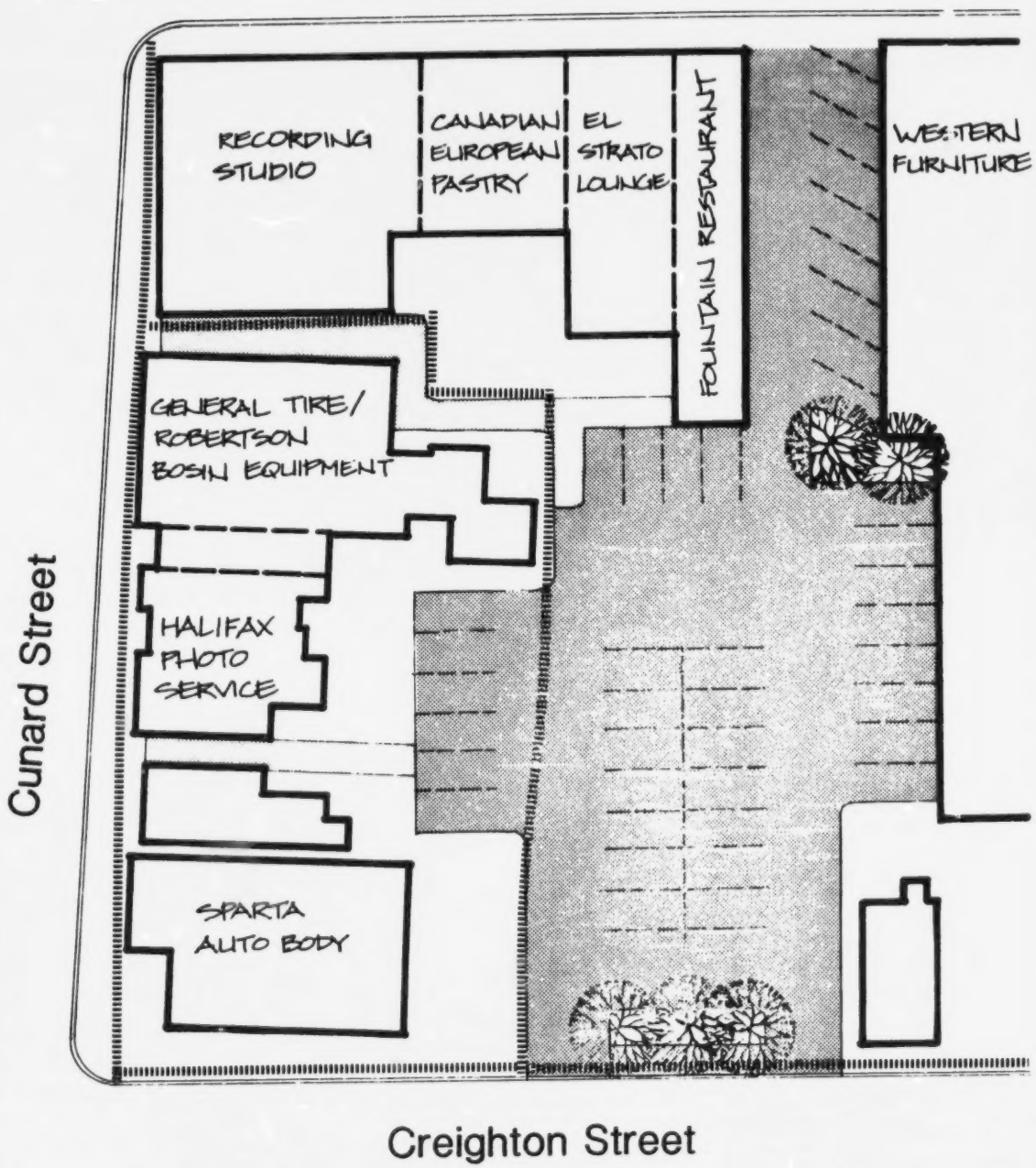
Icelandic Imports/Cabana Restaurant/
Cove Theatre Parking Area

North

0 10 20 40 feet

CBCL Limited

Fig. 9



Gottingen Mainstreet Program

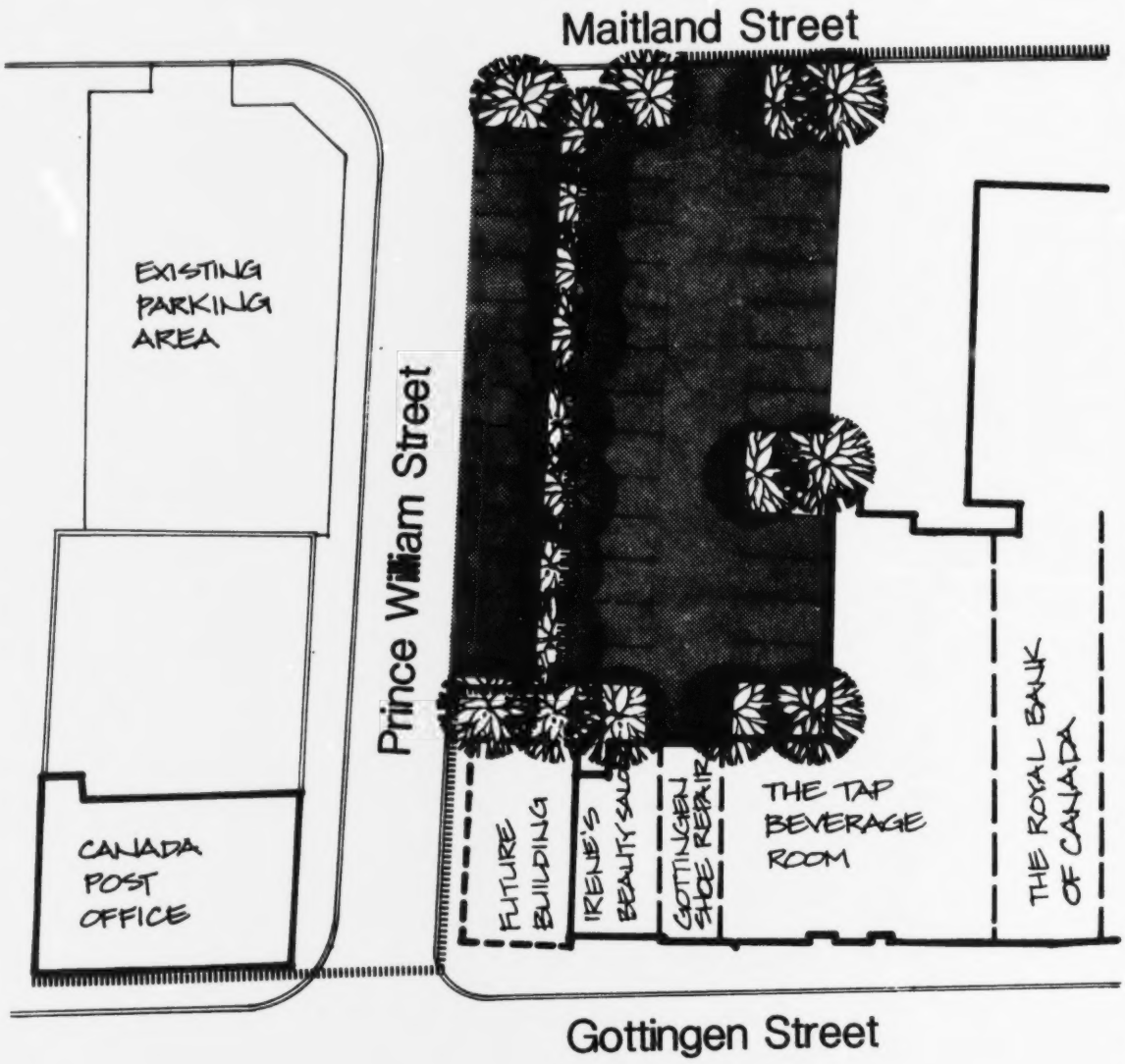
Halifax Photo Service/El Strato Lounge Parking Area

North

0 10 20 40 feet

CBCL Limited

Fig. 10



Gottingen Mainstreet Program

Prince William Street
Parking Area

North

0 10 20 40 feet

CBCL Limited

included as part of this project as is landscaping of the entire mid-block area adjacent to the project.

A10. El Strato/Halifax Photo Service Parking

This is the second of the private parking projects and includes the area indicated on Figure 9. It provides another substantial parking area with ready access to the street through three or four pedestrian connections. Again the pipe would be used to support signage and identify the area as public parking.

A11. The Tap/ Prince William Street Public Parking Area

This proposed landscaped area is a small portion of The Tap parking area. The proposal should not affect total Tap parking but would provide an attractive parking area at the corner of Gottingen and Prince William Streets.

A12. Wall Murals

Because of the success of the existing mural on the corner of Falkland and Gottingen, it has been proposed by many merchants that additional wall murals be created. The mural forms welcome relief for pedestrians in the midst of an otherwise treeless area. Since this mural has done so much to humanize the area and lift spirits of area residents,

it is proposed that several murals be funded through the Mainstreet Program. Possible locations include:

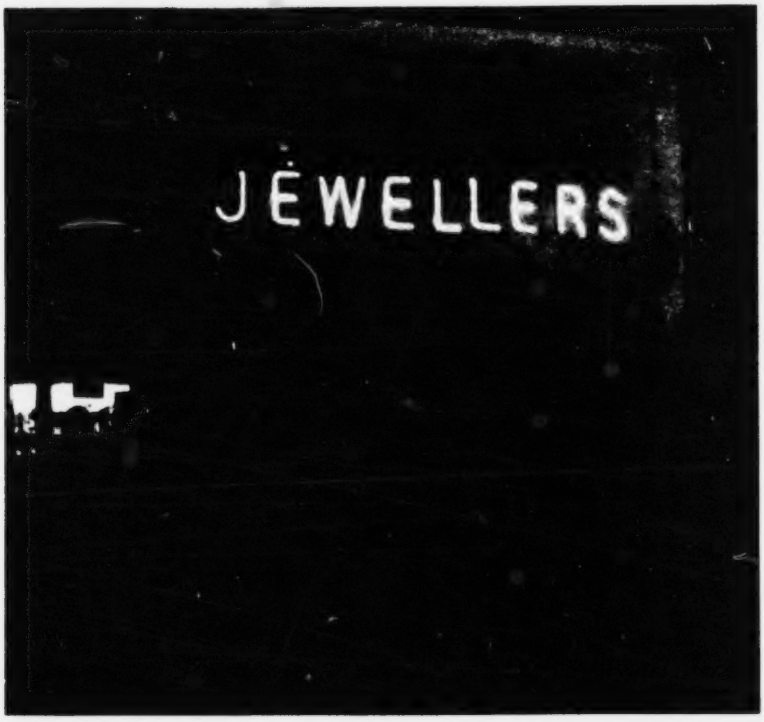
- The Derby South Wall
- City Cycle South Wall
- CDS Store Equipment South Wall
- Big Dog T-Shirt South Wall
- New York Dress North Wall
- The Met South Wall
- The Met East Wall
- The Recording Studio North Wall
- Sobey's North Wall
- North Facing Wall Adjacent to the Proposed Farmers Market Site

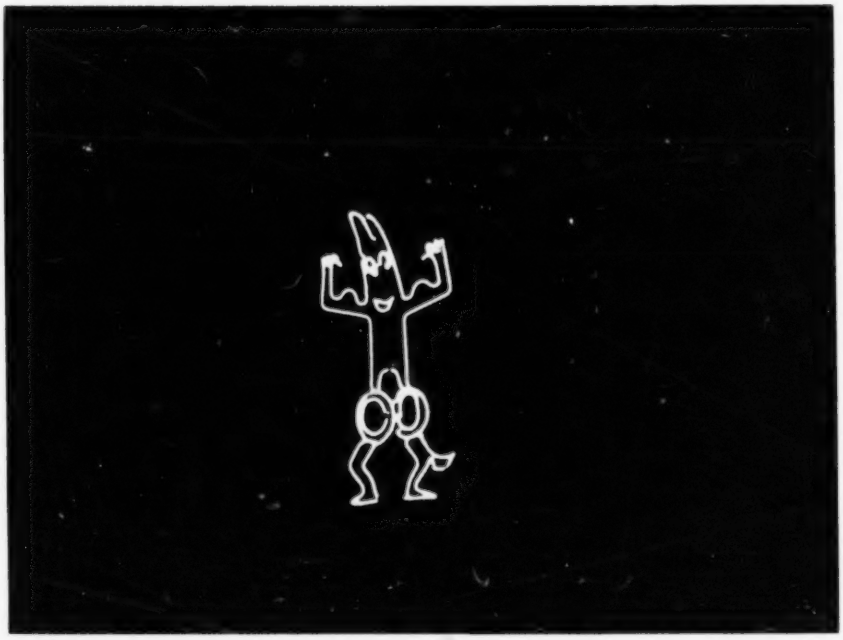
A13. Purchase of Derelict Buildings and Property

Properties recommended for initial purchase are the two lots proposed for the creation of the city market outdoor stalls (See Figure 4). Budget for the purchase of these properties has been included under that program. In addition, it is suggested that any other derelict buildings which may require more than 80% of replacement cost for rehabilitation be purchased and demolished for the creation of temporary parking. Land purchased in this manner would be developed for interim parking and would be made available for redevelopment through lease-back or purchase arrangements. The Merchants' Association and the City should develop detailed guidelines for redevelopment on land purchased in this manner including height and retail content restrictions.

A14. Signage Control

It is anticipated that signage control is not required in the Gottingen Street area. However, unified signage will improve thematic linkage along the street. It is proposed that the Mainstreet Program should encourage, through grants, the installation of neon signage in or on buildings along the street. This neon signage should incorporate basic symbols for the services offered in each establishment. It is estimated that 50% participation in this program would accomplish the task of thematic linkage. The estimated cost for each merchant would be from $200. to $1,000. This cost could be substantially reduced if merchants collaborated in joint installations. The goal of this project, as mentioned, is the thematic linkage of the commercial area <u>without</u> specific signage controls.





REPAI

A15. Architectural Assistance with Facade Renovation

Many area merchants feel that design advice must be coordinated in the rehabilitation of store facades. In this regard, it is suggested that an architect be engaged, through assistance by the Mainstreet Program, to coordinate individual facade designs along the street. Much of Gottingen Street consists of store front architecture from the late 1920's through the 1950's. These structures, in general, appear to be in reasonable repair. It is anticipated that any thematic program involving radical alterations to store facades would result in undesirable simplification of the street, detracting from its existing positive qualities and/or creating greater maintenance requirements.

Since it has been suggested that thematic links along the street be created independent of the building facades and of individual building owner participation in the Mainstreet Program, architectural renovation would be unlimited in its ability to interpret individual owner requirements. It is submitted that design advice would protect the intrinsically valuable store facades and improve those requiring rehabilitation, without subtracting from, or simplifying, the diverse architecture of Gottingen Street. Required owner participation would be limited, therefore, to improved building

performance and maintenance, felt to be in the best merchandising interest of his establishment. In addition, it is suggested that individual facade repairs or improvements include canvas awnings where possible to provide weather protection during inclement periods.

A16. Street Manager

It is recommended that a street manager be hired for the duration of the Mainstreet implementation period. His duties would include promotion of the Merchants' Association and organization and management of the proposed city market. He would also act as the client representative during the implementation stage. In this role, he would assist City staff in client management of all proposed projects.

II. Those activities requiring specific action of the part of the City of Halifax include:

B1. The City should encourage the development of Family Housing in the area.

B2. Area open space and pedestrian walkway systems should be extended to link the commercial area of Gottingen Street to existing and proposed housing developments.

B3. The City should consider a Four Year forgiveness on property re-assessment within the Mainstreet area

boundary in order to encourage a higher level of building maintenance and the establishment of new businesses in the area.

B4. On-street parking has a high priority in the perception of many merchants. They feel on-street parking from 9:30 a.m. through 3:30 p.m. and after 6:00 p.m. could be instituted for a trial period. A limited number of spots (10-15) could be created on the west side of the street for a specified trial period as short-term parking with either tear-off parking tickets or 15 minute meters utilized to ensure turnover. Moving existing curb or sidewalk lines is not recommended.

We feel that clear indication should be made to all merchants as to the probable impact of this on-street parking before any trial period is instituted.

Limited on-street parking after 6:00 p.m. should be acceptable now, regardless of the disposition of the day-time on-street parking issue.

B5. The City should encourage continuous retail and entertainment frontage on Gottingen Street. In this regard, the existing staff report recommending non-acceptance of the veteran's housing proposal for Gottingen Street is important. Public service facilities should be encouraged to locate in second floor space on Gottingen Street as opposed to first floor store frontage which could be better utilized for retail functions.

III. Those activites which must be pursued and implemented by individual merchants acting independently and by the Merchants' Association acting in community effort include:

C1. Participants should, through example, "paint up and fix up" existing structures and form a sub-committee of the Merchants' Association to monitor compliance with the minimum standards ordinances of the City of Halifax (157).

C2. Before retail hours bylaws, Gottingen Street merchants frequently stayed open quite late. Because of the probable focus of night time entertainment

activity on Gottingen Street for the foreseeable future, it is recommended that merchants be encouraged to maintain shop hours as late as possible. In this regard public service agencies should be encouraged to locate on second floor space where shorter business hours will not detract from the commercial continuity and activity of the street.

Extension of shop hours and maximization of activity at the sidewalk can encourage the positive image of "a street that never sleeps".

C3. Merchants should encourage government and private office facilities to locate in the Gottingen Street area.

C4. Many people historically relate Gottingen Street with the display of flags and banners. Merchants should be encouraged to display flags and banners wherever and whenever appropriate.

C5. Merchants should be encouraged to use neon signage whenever and wherever the opportunity presents itself.

C6. Merchants should encourage, with the assistance of the proposed street manager, the institution of annual street festivals. Music, ethnic food fairs and flea markets related to the proposed farmers market have been suggested. The goal of all projects is to increase social and economical viability and heighten public awareness of the vitality of the Gottingen Street area.

GOTTINGEN MAINSTREET BUDGET PROPOSAL

EARLIEST START
LATEST FINISH
ACTIVITY DURATION
00 BUDGET x $1,000

PROJECT	MARCH '81	APRIL '81	JULY '81	OCTOBER '81	JANUARY '82	APRIL '82	JULY '82	OCTOBER '82	JANUARY '83	APRIL '83	JULY '83	OCTOBER '83	TOTALS
PLAN REVIEW		60	60	18	111	16	16	30	6	6	6	6	
CITY MARKET (A2)		65	165	85	15								
PORTLAND/MAITLAND PARKING (A3)		35	25	10									
COGSWELL/GOTTINGEN (A4)				20	35	110							
HALIFAX PHOTO SERVICE/EL STRATO (A1C)							15	60					
HALIFAX, NORTH LIBRARY PARK (A5)				10	5								
MID-BLOCK WALKWAY (A6)				15	25								
BUS SHELTERS (A8)						25	90	15					
ICELANDIC/CABANA (A9)									10	75	50	15	
PRINCE WILLIAM ST. PARKING (A11)		6	6	6	2	2	2						
ARCHITECTURAL CO-ORDINATION		6	4	4		4	8						
WALL MURALS			30		30		30						
DERELICT BUILDING PROGRAM		E	8	8	8	8	8	8	8	8	8	8	
STREET MANAGER													
TOTAL BUDGET BY QUARTER 1981 $		180	298	176	231	165	169	113	24	89	64	29	$1,538,000
TOTAL BUDGET BY QUARTER INFLATED CASH FLOW $		180	307	187	252	186	196	135	30	116	86	41	1,716,000
EST. PROVINCIAL COST SHARE		...E	184	112	151	112	118	81	18	70	52	25	$1,031,000
EST. MERCHANT & MUNICIPAL COST SHARE		72	123	75	101	74	78	54	12	46	34	16	685,000

8.0 THE BUDGET

The total cost of the capital projects in 1981 dollars is estimated at $1,538,000. The projects, however, are phased over a three year implementation period from April 1981 until October 1983. This phasing will result in a total inflated (3% per quarter) cash flow of $1,716,000. The attached chart indicates the quarterly budget requirements for the implementation period and estimates the quarterly cost share for the two major financial participants.

In an effort to keep project budgets as realistic as possible no contingency has been added. Project budgets are based on normal consulting fees and competitive tender prices.

9.0 CONCLUSION

The Gottingen Mainstreet Program is supported by the great majority of merchants on the street. The merchants feel that the interest generated by this program and the formation of an active BID Committee will interest even more merchants, residents and customers in the area.

The potential of the Mainstreet Program in creating a sense of pride in this or any area is felt very keenly by everyone involved in the project.

A sense of future promise in this area is building and deserves the energetic support of the public at large, the City of Halifax and the Province of Nova Scotia.

POOR

QUALITY

ORIGINAL